

G2 Fundraising and Development Privacy Notice

GDPR's Lawfulness, Fairness and Transparency data protection principle:

“Personal data shall be processed lawfully, fairly and in a transparent manner in relation to the data subject” [Art 5 (1)(a)]

Individual Rights

The UK GDPR provides the following rights for individuals:

- The right to be informed
- The right of access (Making a Subject Access Request (SAR) for personal data)
- The right to rectification
- The right to erasure
- The right to object
- The right to restrict processing
- The right to data portability
- Rights in relation to automated decision making and profiling

As outlined in the School's Data Protection Policy, we may not always be able to act on your request under one of these Rights due to our commitment, by law, to retain essential data. As a school, we are obliged to retain a base level of data on individuals, such as your name and if you are a student, the years you attended the School. Under the Rights outlined above you can request an erasure of your data, however this core information will be stored indefinitely. We will also store any opt out preferences to avoid any unwanted contact. For donors, we would need to store a record of any donation and Gift Aid declaration which we have claimed a tax exemption, however all original forms and physical copies of bank details will be destroyed.

The data the School's Development Team may process includes, but is not limited to:

- Personal information such as name, address, email and date of birth
- Attendance years to and from The Purcell School
- Employment information
- Communications with individuals via various mediums
- Records of donations, gifts in kind, pledges and Gift Aid declarations
- Communication and opt out preferences
- Event attendance and ticket bookings
- Images (digital or physical) and video recordings whilst a student at the School
- Industry links and media articles publicly available online about individuals
- Prospect research notes from publicly available sources or directly from the individual
- Bank or credit/debit card details for direct debits, box office sales and/or donations when provided directly to the School.

We process your personal data in connection with internal reporting and analysis as necessary within our legitimate interests, creating targeted and relevant fundraising events and communications. We have undertaken a legitimate interest assessment to ensure that this processing is not over-ridden by your rights or interests.

The Development Office within the School will use your data to shape the fundraising and alumni relations activity. This includes mailings, concerts, networking events and fundraising opportunities. This activity will be strategic, precise and relevant. In order to achieve this we will use the data available to us (both provided by you and in the public domain) to carry out targeted research. This research will inform the activity mentioned above and ensure our resources are used most effectively. We will use a range of sources and material available to us in order to achieve this, including wealth screening via a third party to shape fundraising efforts (any third party will be subject to data protection checks as laid out in our Data Protection Policy). This activity will only affect a very small percentage of those on our database and individuals have the right to object to this screening at any time via email at development@purcell-school.org. We list, promote and celebrate the donations we have received in Purcell concert programmes, our annual report and on our website.

The Purcell School will never sell your data to a third party. Please refer to the School's Data Protection Policy for further details on how we keep your data safe and secure. The Development Team work with a number of providers to support the work of the fundraising aims of the School. As such, data is shared under strict agreements with, for example, our database provider Blackbaud (Raiser's Edge), HMRC, banks and building societies for direct debits and occasionally mailing houses for postal or digital mailings.

We may disclose your information if required to by law or to enforce our legal rights. None of our service providers lie outside the EEA and therefore there is no reason why any of your data will be processed outside of the EEA.

The Purcell School retains an archive of photographs and video footage (both historic and recent). These images and videos are used by the School for marketing purposes and within communications to promote our work and fundraising. This data may also be shared at events and in concert material. If you wish to object to the use of your image or a video you appear in, please email development@purcell-school.org.

Your Rights

- You may withdraw consent if you do not wish to receive any mailings from us by contacting development@purcell-school.org
- If you have any queries about how your data is used by the Purcell School you may contact development@purcell-school.org or the Bursar (also the Data Protection Officer) a.wroblewski@purcell-school.org for more information.

<i>Policy author / reviewer:</i>	<i>Policy date / review date:</i>	<i>Next review due:</i>
R Blake/ AM/ J Harding	May 2018	September 2020
Ruth Blake	September 2020	September 2021
C Harbour	November 2022	September 2023